

<p>POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO TÉCNICO GUARDA</p>	<h2>SUBJECT DESCRIPTION</h2>	<p><b>MODELO</b> PED.013.03</p>
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<i>Course</i>	<b>Marketing</b>					
<i>Subject</i>	<b>Industrial Marketing</b>					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	2nd	<i>Study period</i>	2nd semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 140	Contact: 60	<i>ECTS</i>	5
<i>Professor(s)</i>	PhD Teresa Felgueira					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	PhD Amândio Baía					

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

This curricular unit aims to enable students to apply marketing techniques and concepts to the reality of the industrial market, knowing the principal differences between the services market, and the consumer goods and industrial market, including the influences on behaviour, needs and desires of clients of industrial products and their buying process, accompanied by the appropriate tools to define strategic and operational marketing, particularly in terms of the specificities of industrial marketing. In an international perspective, students should know what is needed to establish, concretize and develop international relation in business.

### 2. PROGRAMME

Chapter 1 – Nature and Context of Industrial Marketing – concepts and objectives of industrial marketing; differences between industrial marketing, services marketing and consumer goods marketing.

Chapter 2 – Specifics of Industrial Marketing – Characteristics of the industrial market; industrial purchases and buying behaviour; the buyer/seller relation.

Chapter 3 – Segmentation and positioning – strategies of segmentation in the industrial market and its specificities; positioning in the industrial market.

Chapter 4 – Specificity of the industrial marketing mix – product, price, place, promotion.

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives (O) to reach and competences (C) to acquire defined the syllabus topics as follows:

**Chapter1:** O – Analyse the differences between the different markets; C – Understand the differences among industrial marketing (Mk), services Mk and consumer goods Mk.

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**Chapter2:** O – Characterize the industrial market, understand the influences of behaviour, needs and desires in clients and their buying process; C – Be able to define and work with the specificities of Industrial Mk.

**Chapter3:** O – Present the appropriate techniques for a strategic definition of industrial Mk; C – Know how to define operational policies in industrial markets.

**Chapter4:** O – Transmit the knowledge needed to establish international relations in business; C – Be able to define operational policies in industrial markets.

#### 4. MAIN BIBLIOGRAPHY

BAYNAST, A.; Lendrevie, J.; Lévy, J.; Dionísio, P. & Rodrigues, V. (2021) Mercator 25 anos—O Marketing na Era Digital. Publicações Dom Quixote, 18.ª edição, Lisboa, Portugal.

BRENNAN, R.; Canning, L.E. & McDowell, R. (2020) Business-to-Business Marketing. SAGE, 5<sup>th</sup> Ed..

COLLIN, S. (2001) Guia do Business-to-Business. Monitor, Lisboa, Portugal.

GLYNN, M. S. & Woodside, A. G. (2012) Business-to-Business Marketing Management: Strategies, Cases and Solutions, 1st ed., Emerald Group Publishing, U.K..

KOTLER, P.; Kartajaya, H.; Setiawan, I. (2010) Marketing 3.0, John Wiley & Sons, New Jersey, U.S.A.

LENDREVIE, J.; Lindon, D.; Dionísio, P.; Rodrigues, V. (2011) Mercator XXI—Teoria e Prática do Marketing. Publicações Dom Quixote, 14.ª edição, Lisboa, Portugal.

PHADTARE, M. T. (2014) Industrial Marketing. PHI Learning Pvt. Ltd., 2<sup>nd</sup> ed., Delhi.

PINTO, J. (2010) Gestão de Operações na Indústria e nos Serviços, LIDEL, 3ª Ed., Lisboa, Portugal.

REEDER, R.; Brierty, E. G. & Reeder, B. H. (1991) Industrial Marketing: analysis, planning and control, 2ªed., Prentice Hall International Editions, U.S.A.

WEBSTER, Jr. e Frederick E. (1991) Industrial Marketing Strategy. John Wiley & Sons, 3<sup>rd</sup> ed., New Jersey, U.S.A.

#### 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodology: lecture, group work, debate, field work, observation of processes, problem solving, individual research and case studies.

Students select their assessment from the following:

- **Ongoing assessment – one test (50%)** with a minimum of 8/20 + **practical cases** to be solved with specific methodology and available guidelines in practical classes **groups of 2-3 (40%)** + **Individual activities** to be submitted on the Moodle platform and for classroom discussion, mandatory attendance **(10%)** (note that this includes student-workers);  
or
- **Exam** – one written test (100%), including students who did not reach a 10/20 in ongoing assessment.

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NOTE - the teaching methodologies and student's assessment, not provided for the use of e-learning, will be implemented through the use of the Colibri platform, the Sigarra and Moodle platforms, also using other technological tools whenever necessary to promote the involvement of students and their interaction in the development of tasks and jobs.

### 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Lectures, debate and case studies provide the students with the knowledge needed to intervene in industrial and international markets.

Group work, individual research and field work aim for students to be able to apply the different strategic marketing tools and techniques to the reality of the industrial market, to have the skills to define operational marketing policies in industrial markets and be able to define strategic and operational plans in an international context.

Debate, observation of processes and problem solving with tutorial orientation best consolidate their knowledge.

### 7. ATTENDANCE

The students, including the student-workers, who opt for ongoing assessment has the **obligation** to participate in **scheduled obligatory classes related to the assignment (including student-workers)**.

### 8. CONTACTS AND OFFICE HOURS

		Office	Telephone	e-mail
Coordinator	Amândio Baía	41	VOIP 1241	baia@ipg.pt
Professor	Teresa Felgueira*	29	VOIP 1229	tfelgueira@ipg.pt

\* Office Hours: Tuesday 10:00-12:00, and Friday 10:00-11:00

### DATE

20 de fevereiro de 2024

### SIGNATURES

Professor

PhD *Teresa Felgueira*

(signature)

Area/Group Coordinator

PhD *Amândio Baía*

(signature)